

## ABSTRACT OF THE DISCLOSURE

A memory 102 for storing an information which relates to a plurality of different line-segmented-waveforms which correspond to each address 101, a control IC 10 which reads out the information which relates to the inclination of the line-segmented-waveforms from a corresponding memory according to a predetermined readout timing when the address 101 is designated and forms the line-segmented-waveform according to the information which relates to the inclination and generates a driving waveform by combining the line-segmented waveforms, and a driving section 103 which drives the piezoelectric transducer 30 according to the driving waveform so as to eject a liquid drop from an ejecting section are provided. The line-segmented-waveform are formed by waveforms of which variation amount of voltage becomes smaller nearer an end section of the driving waveform.

By doing this, it is possible to restrict the piezoelectric transducer from being deteriorated and eject the liquid drop from the liquid drop ejecting head stably for a longer time.